SR TERR	ACCT	NAME/STORE #	ST	CHAIN ID	SS w/oSHIELD	SS w/SHIELD	OTHER
122101	400027	7-11 #11461(C)	NJ	0001 04 02			
122101	400047	7-11 #11439(C)	NJ	0001 04 02			
122101	400214	7-11 #11429(C)	NJ	0001 04 02			
122101	400385	7-11 #11427(C)	NJ	0001 04 02			
122101	571011	7-11 #11426(C)	NJ	0001 04 02			
122101	573964	7-11 #18609	NJ	0001 04 02			
122101	718971	7-11 #32136(C)	NJ	0001 04 02			
122102	411716	7-11 #29220(F)	NJ	0001 04 02			
122102	245111	7-11 #29430(C)	NJ	0001 04 02			
122102	273628	7-11 #11431(C)	NJ	0001 04 02			
122102	377082	7-11 #29776(C)	NJ	0001 04 02			
122102	481723	7-11 #26366(C)	NJ	0001 04 02			
122102	609104	7-11 #24447(C)	NJ	0001 04 02			
122102	665926	7-11 #29984(C)	NJ	0001 04 02			
122102	667484	7-11 #11432(C)	NJ	0001 04 02			
122102	770965	7-11 #22645(C) RSOOD	NJ	0001 04 02			
122102	876648	7-11 #21390(C)	NJ	0001 04 02			
122103	399865	7-11 #18390(C)	NJ	0001 04 02			
122103	642684	7-11 #24471(C)	NJ	0001 04 02			
122603	288099	7-11 #27887(C)	NJ	0001 04 02			
122603	401043	7-11 #11434(C)	NJ	0001 04 02			
122603	401540	7-11 #11430(C)	NJ	0001 04 02			
122603	401646	7-11 #11436(C)	NJ	0001 04 02			
122603	555750	7-11 #27442(C)	NJ	0001 04 02			
122603	697579	7-11 #29959(C)	NJ	0001 04 02			
122603	709085	7-11 #18024(C)	NJ	0001 04 02			
122603	772402	7-11 #21958(C)	NJ	0001 04 02			
122603	772691	7-11 #23491(C)	NJ	0001 04 02			
122603	772759	7-11 #23789(C)	NJ	0001 04 02			
122604	400678	7-11 #11438(C)	NJ	0001 04 02			
122604	771986	7-11 #20496(C)	NJ	0001 04 02			
122605	070003	7-11 #25906(C)	NJ	0001 04 02			
122605	273701	7-11 #23967(C)	NJ	0001 04 02			
122605	274202	7-11 #11435(C)	NJ	0001 04 02			
122605	608935	7-11 #24087(C)	NJ	0001 04 02			
122605	636954	7-11 #26116D(C)	NJ	0001 04 02			

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To: 1710 - Pittsburgh ROU, 1210 - New York ROU (ALVICHA),
1310 - Philadelphia ROU (METZG), 1110 - Boston ROU (PROVENL),
1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (BUFFINC)
From: Sweet, Dorothy E.
Posted: 4/25/97 10:53
Opened: 4/25/97 11:31
Subject: FWRD: SOUTHLAND APD'S

April 25, 1997

ROUs: Please distribute attached to: Division Managers, Retail Managers, Sales Reps. and Retail Reps. calling on 7-Eleven outlets under CID No. 0001-04-02.
Survey information is requested by Key Account Manager Jeff Rumberger concerning Roll-Out of APD Displays. Please provide necessary information to me by May 5th.

Thank you.

Sincerely,

Jim Morris
1340/KAM

========== <Forwarded Letter> ==========
From: 2640 - Dallas Chain
To: SWEETD
Subject: SOUTHLAND APD'S
Posted: 04/24/97 15:31
Priority: Normal

CC: Schmidt, Peter, Young, Mark, Roth, William J., Loftin, Jerry R., Kane, R F., Young, G A.

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SENT VIA E-MAIL

R. J. REYNOLDS

Sales Tobacco Company Retail

1221 1,2,3 1222 _____
1222 _____ 1223 _____
1223 _____ 1226 _____
1224 _____ 1229 _____
1225 _____ ROM
1226 3,4,5 PC SC
1229 _____ MC PA
1240 _____
1244 _____ RSM RBM

Via e-mail

J. S. RUMBERGER
Key Account Manager

Dallas Chain Department
1761 International Pkwy, St. 115
Richardson, TX 75081
972-644-2289
FAX: 972-644-8807

DATE: April 24, 1997

TO: Sales & Retail Reps w/selected 7-11 Stores
Division & Retail Managers

SUBJECT: **Southland/7-11 -- APD Roll Out**
(CID #0001-xx-xx)

Gentlemen:

We are ready to roll out our new ***Adjustable Pole Display*** in the above subject chain.

We will first role out the ***APD*** to those 7-11 locations that have received their *new scan registers*. The attached spreadsheets identify those 7-11 stores that have received the new scan register.

In order to provide the proper display components to these stores I need the following information provided on the attached spreadsheets and returned to your ROU as soon as possible, ***but not later than May 9, 1997***.

1. Identify stores with a standard self service RJR wrap configuration at the register nearest the food service area (i.e., The current 7-11 Merchandising Agreement - Display wrapped on customer side and front of register).

2. Identify stores with the standard RJR wrap configuration at the register nearest the food service area (same as above) ***that needs a security shield*** (i.e., current 7-11 Merchandising Agreement that had to be converted to non-self service due to government imposed restrictions or due to a Southland perceived pilferage problem -- displays are still on front counter in wrap configuration.

3. No notation should be made on the spreadsheets if stores ***are not contracted*** with RJR or if a display configuration ***is not the standard 7-11 display set as***

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mentioned above. (i.e., displays are not wrapped around register on the front counter, displays are on the back bar NSS, etc.)

Upon receipt of this information, displays will be drop shipped directly to the stores pre-assembled in the predominant wrap configuration. Directions will be included with the display detailing steps to reverse the wrap in those stores without the "predominant" wrap configuration. I will advise you as soon as possible with expected shipping/delivery dates.

Those managers not affected by this initial wave should immediately begin identifying stores within their respective divisions in the manner stated above as we will be staging APD roll outs throughout 1997.

Your assistance in ensuring a smooth transition to our new APD is greatly appreciated. Should you have any questions relative to the above, please advise.

Sincerely,

Jeff

J. S. Rumberger

/do

attachments

cc: Rick Young, Stan Driskell
All other affected Managers with Southland Responsibility

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